

WHAT SCHOOL SUPERINTENDENTS THINK ABOUT RECREATION

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OPINION SURVEYS

Leader's Opinions of Parks and Recreation

476 Mayors (47% return)

58 County Supervisor's (47% return)

58 County Executives (69% return)

120 State Legislators (48% return)

411 Chambers of Commerce (50% return)

**1043 School District Superintendents
(70% return)**

WHY ARE WE DOING THIS?

Schools are an important part of the state's system of park and recreation facilities

1. To understand the opinions of California's public school Superintendents about parks and recreation.
2. To understand the opinions of local park and recreation professionals about schools and recreation.
3. To position park and recreation community for the Prop 49 After-school program.

SUPERINTENDENTS OPINIONS ABOUT RECREATION

- 2002 survey of all public school district Superintendents in California
 - 70% response
- Results reported in 3 segments:
 - Statewide
 - Large Metro, Small Metro, Non-metro
 - 12 substate regions

CALIFORNIA'S SCHOOL DISTRICTS

- >8,000 public schools in 1,043 districts
- >6 million children K-12
- Distribution of school districts:
 - 49% in large metropolitan areas
 - 28% in small metropolitan areas
 - 23% in non-metropolitan areas
 - 40% in Southern California & San Joaquin Valley

DATA ANALYSIS

- **Statewide**

(what it means for all of us)

- **Substate**

(what's in it for you)

MAJOR FINDINGS

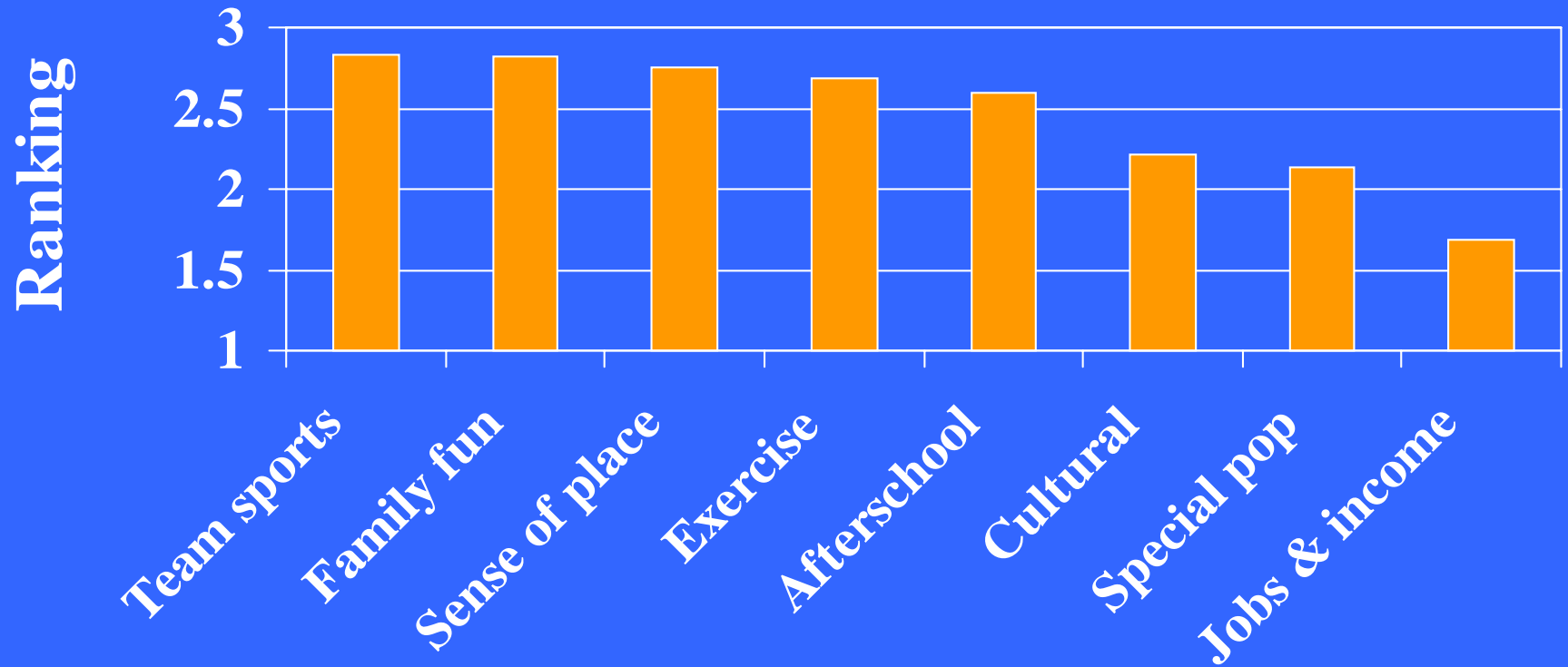
Superintendents:

- Report near-universal use of schools for public recreation (94% of districts)
- Think park facilities and recreation benefit local communities
- Believe community residents hold similar positive opinions of parks and recreation
- Are aligned with other opinion group leaders

Opinions vary in metro/non-metro areas, regions

SENSE OF RESIDENTS' VALUE FOR PARKS & RECREATION

3=high value 2=medium value 1=low value



SENSE OF RESIDENTS' VALUE FOR PARKS & RECREATION

Regional Variation --- High Values

STRONGEST IN

WEAKEST IN

• <u>Team sports</u>	Sac Metro, SF Bay	FtHill/Mlode, N Sierra Casc
• <u>Family fun</u>	Sac Metro, E Sierra	MonBay, N Sac Valley
• <u>Sense of place</u>	E Sierra, Cent Coast	FtHill/Mlode, N Sac Valley
• <u>Exercise & personal development</u>	Cent Coast, SF Bay	N Sierra Casc, FtHill/Mlode
• <u>After-school programs</u>	E Sierra, SoCal	N Sierra Casc, MonBay

SENSE OF RESIDENTS' VALUE FOR PARKS & RECREATION

Regional Variation --- Medium Values

	STRONGEST IN	WEAKEST IN
• <u>Cultural unity & diversity</u>	E Sierra (high value), N Coast	FtHil/MLode, MonBay
• <u>Serve elderly, low income users & disabled</u>	N Coast, Cent Coast	FtHil/MLode, MonBay
• <u>Jobs & income</u>	E Sierra, N Sac Valley	San Diego (low value), MonBay

SENSE OF RESIDENTS' VALUE FOR PARKS & RECREATION

Metro Area Variation

LARGE METRO

(higher) team sports, exercise, after-school

SMALL METRO

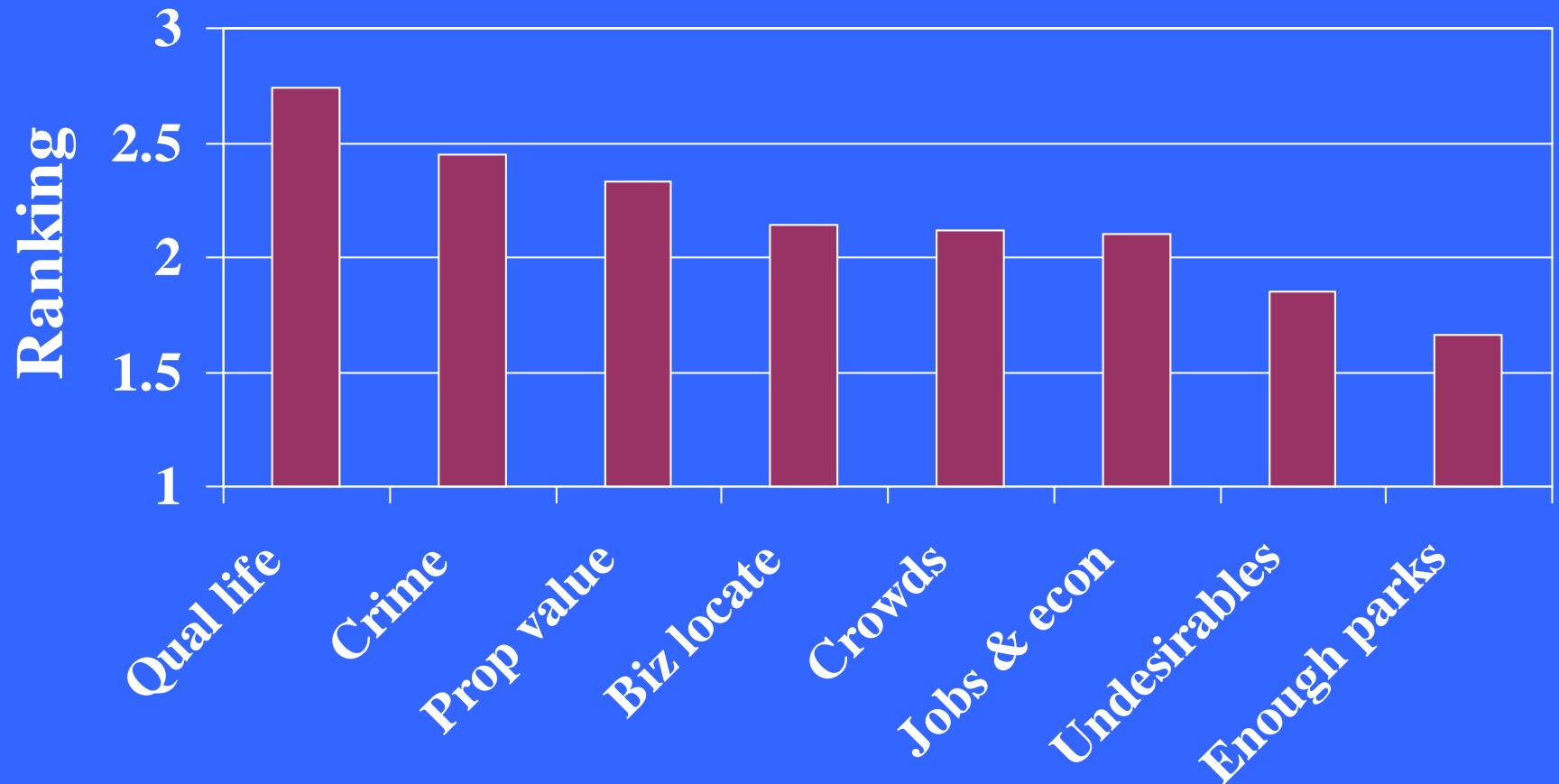
(lower) cultural unity/diversity, special populations

NON-METRO

(higher) jobs & income

SUPERINTENDENTS' VIEWS OF PARKS & RECREATION

3=strong agree 2.5=agree 1.5=disagree 1=strong disagree



SUPERINTENDENTS' VIEWS OF PARKS & RECREATION

Regional Variation --- Agreement

STRONGEST IN

LESS SO IN

STRONG AGREEMENT

• Quality of life

**San Diego (very),
SF Bay**

**E Sierra, FtHil/Mlode
(agreement)**

AGREEMENT

• Crime &
delinquency

N Coast, San Diego

E Sierra, FtHil/Mlode

• Property
values

San Diego, E Sierra

San Joaquin Valley,
N Sierra Casc (neutral)

SUPERINTENDENTS' VIEWS OF PARKS & RECREATION

Regional Variation --- Neutrality

STRONGEST IN

LESS SO IN

•Business
location
decisions

**N. Sac Valley (agree),
San Diego**

**Cent Coast, N Sierra
Cascade**

•Too crowded

San Diego (agree), SoCal

**E Sierra, N Sierra
Casc (both disagree)**

•Jobs &
economy

**N Coast, Sac Metro,
Central Coast**

E Sierra, N Sierra Casc

•Attract
undesirable
people &
activities

FtHill/Mlode, SoCal

E Sierra, MonBay

SUPERINTENDENTS' VIEWS OF PARKS & RECREATION

Regional Variation --- Disagreement

STRONGEST IN

LESS SO IN

DISAGREEMENT

- Existence of
enough facilities

San Diego,
Foothill/Mother
Lode

**Central Coast, Eastern
Sierra (both neutral)**

SUPERINTENDENTS' VIEWS OF PARKS & RECREATION

Metro Area Variation

LARGE METRO

(**higher**) quality of life, crime, property, business location, crowds

(**lower**) undesirables

SMALL METRO

(**higher**) undesirables, exercise, after-school, enough parks

(**lower**) cultural unity/diversity, special populations

NON-METRO

(**higher**) jobs & economy

(**lower**) quality of life, crime, property, business location, crowds

JOINT USE OF FACILITIES AND COOPERATION WITH OTHER ENTITIES

Do schools allow use for public recreation?

- If so, why?
- If not, why?
- Are there charges for use?

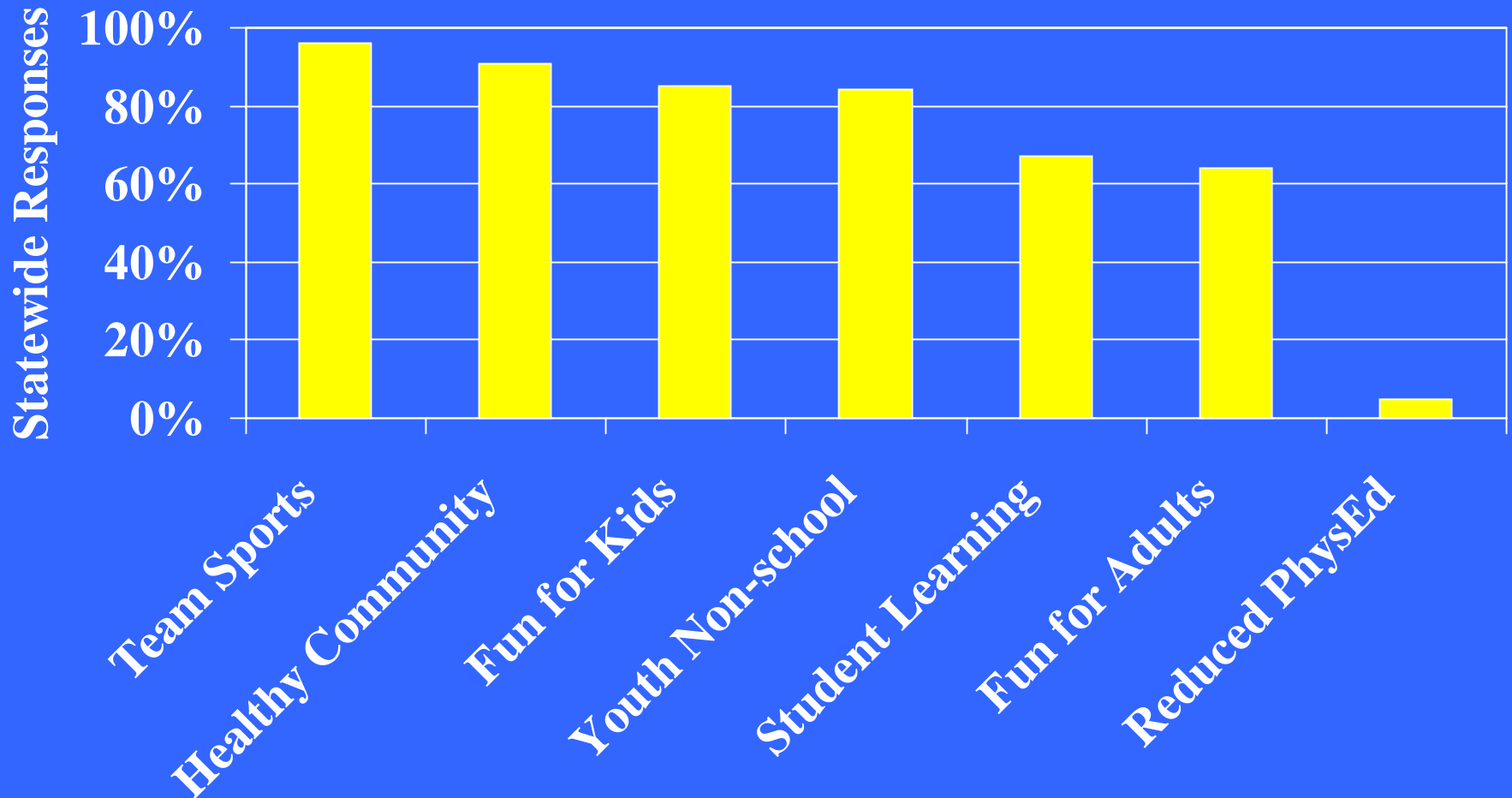
Do schools partner with other entities?

- If so, which entities?
- What has resulted from partnerships?
- Is there a possibility of forming an agreement with a Recreation and Park agency?

USE OF SCHOOLS FOR RECREATION

- Is nearly universal in California
- Vast majority is unrestricted use

REASONS FOR USE OF SCHOOLS FOR RECREATION



REASONS FOR USE OF SCHOOLS FOR RECREATION

Regional Variation

STRONGEST IN

WEAKEST IN

• <u>Team sports</u>	N Sac Valley, N Coast, Cent Coasts, E Sierra	San Diego, MonBay
• <u>Community</u>	N & Cent Coasts, E Sierra	SoCal, MonBay
• <u>Fun for kids</u>	N Coast, SF Bay	MonBay, E Sierra
• <u>Youth non- school</u>	FtHil/MLode, Cent Coast	N Sierra Casc, MonBay
• <u>Learning</u>	E Sierra, N & Cent Coasts	MonBay, N Sierra Casc
• <u>Fun for adults</u>	N Coast, Sac Metro	San Diego, FtHil/MLode
• <u>PE reductions</u>	Cent Coast, E Sierra	SJ Valley, N Sierra Casc

REASONS FOR USE OF SCHOOLS FOR RECREATION

Metro Area Variation

LARGE METRO

(**higher**) all but “Enhance schools role as a central link for healthy children”

SMALL METRO

(**lower**) all, especially “Positive effects on student learning, enhancing physical and mental well-being”

NON-METRO

(**higher**) “Enhance schools role as a central link for healthy children”

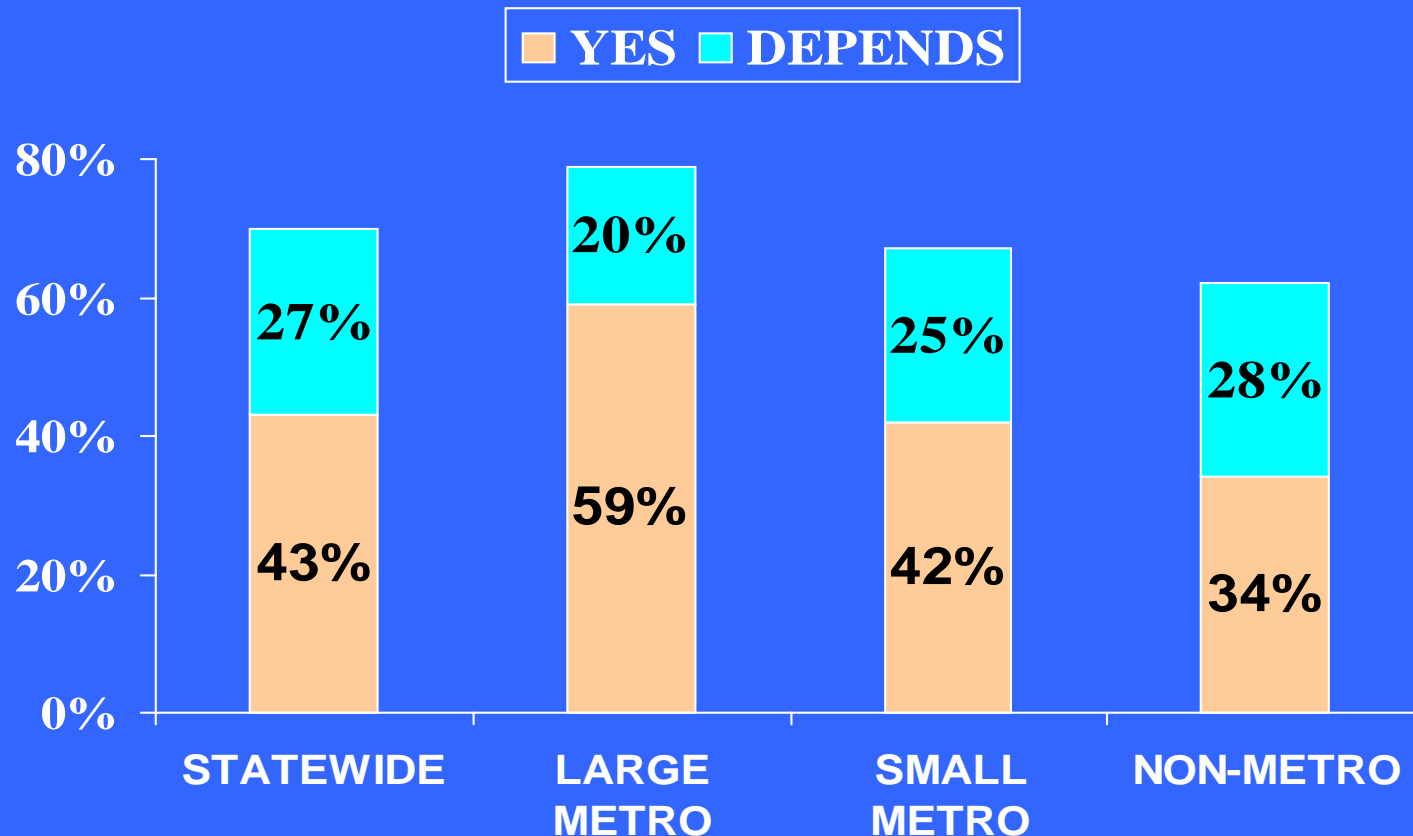
DENIAL OF SCHOOL USE FOR RECREATION

- Rare in California
- Restricted use 4% average, 12% high
- Where denied, Superintendents say because:

REASON	RATE OF RESPONSE	CITED MORE OFTEN IN
• Management issues	46%	MonBay, SoCal, SJ Valley
• Someone else decides	24%	N Coast, SF Bay
• Facility constraint	23%	MonBay, SoCal
• No one asked	7%	MonBay, N Coast

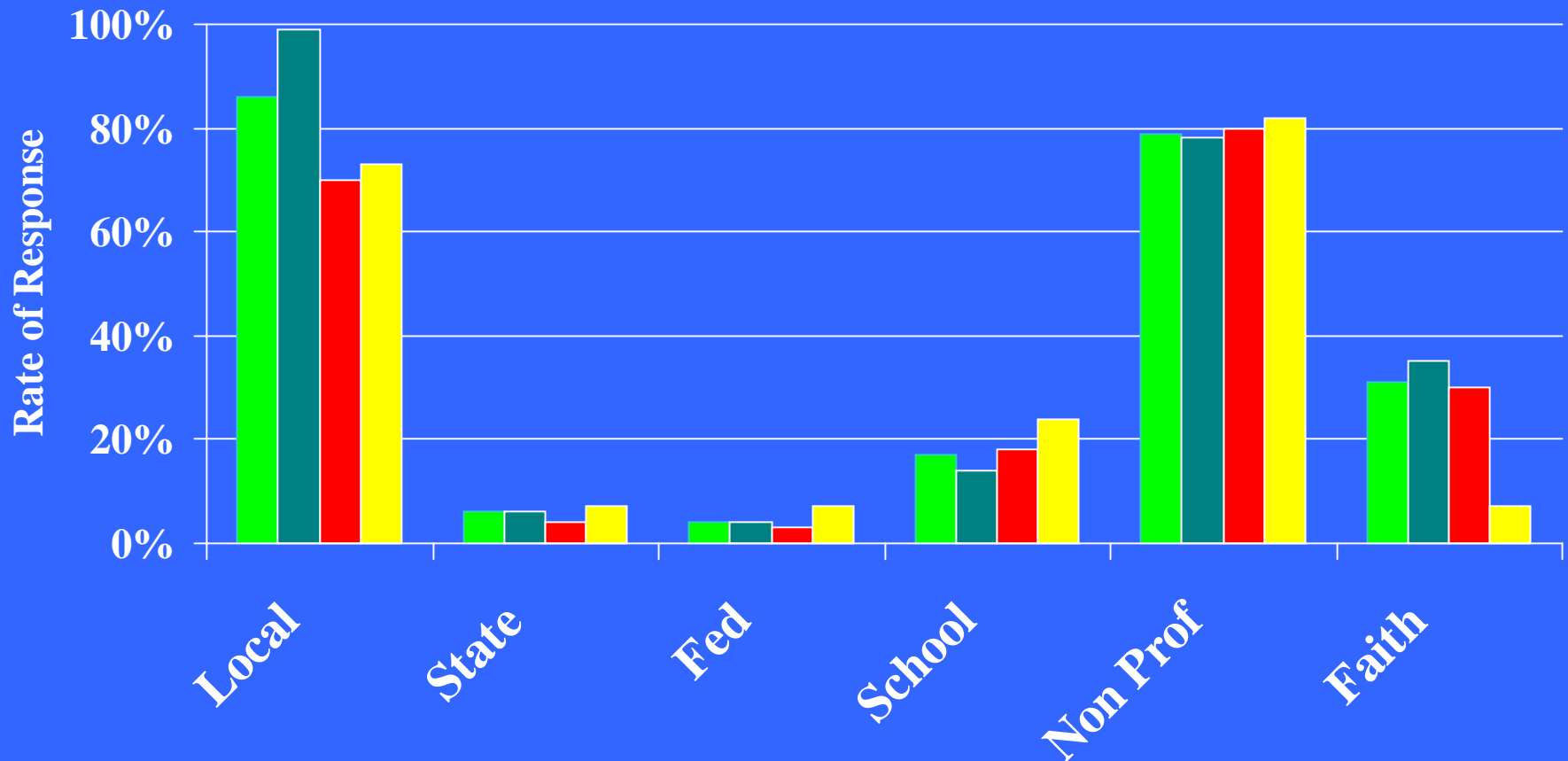
CHARGES FOR USE OF SCHOOLS FOR RECREATION

Percent of School Districts that charge fees



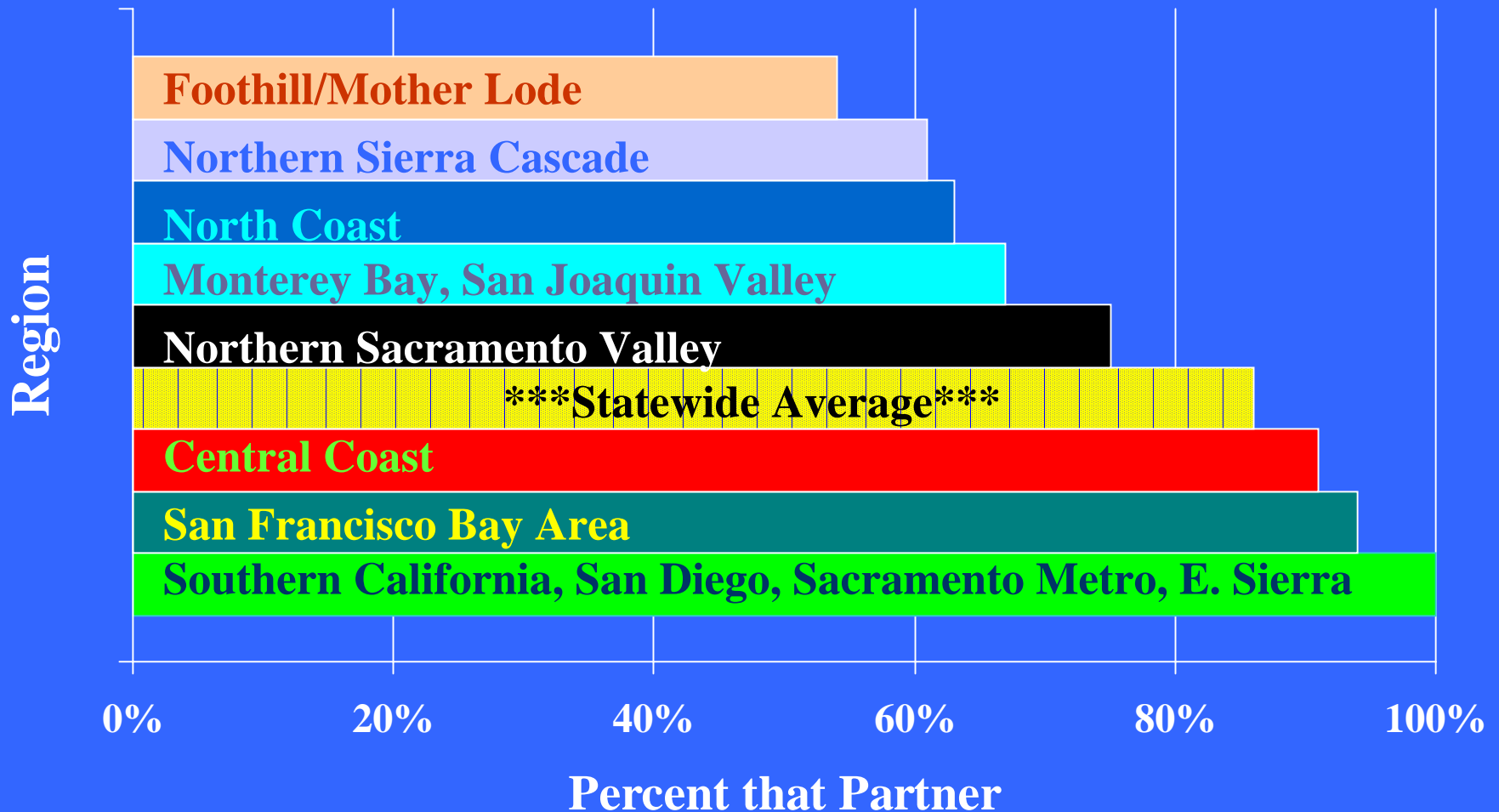
SCHOOL PARTNERSHIPS FOR RECREATION

■ Statewide ■ Large Met ■ Small Met ■ Nonmet



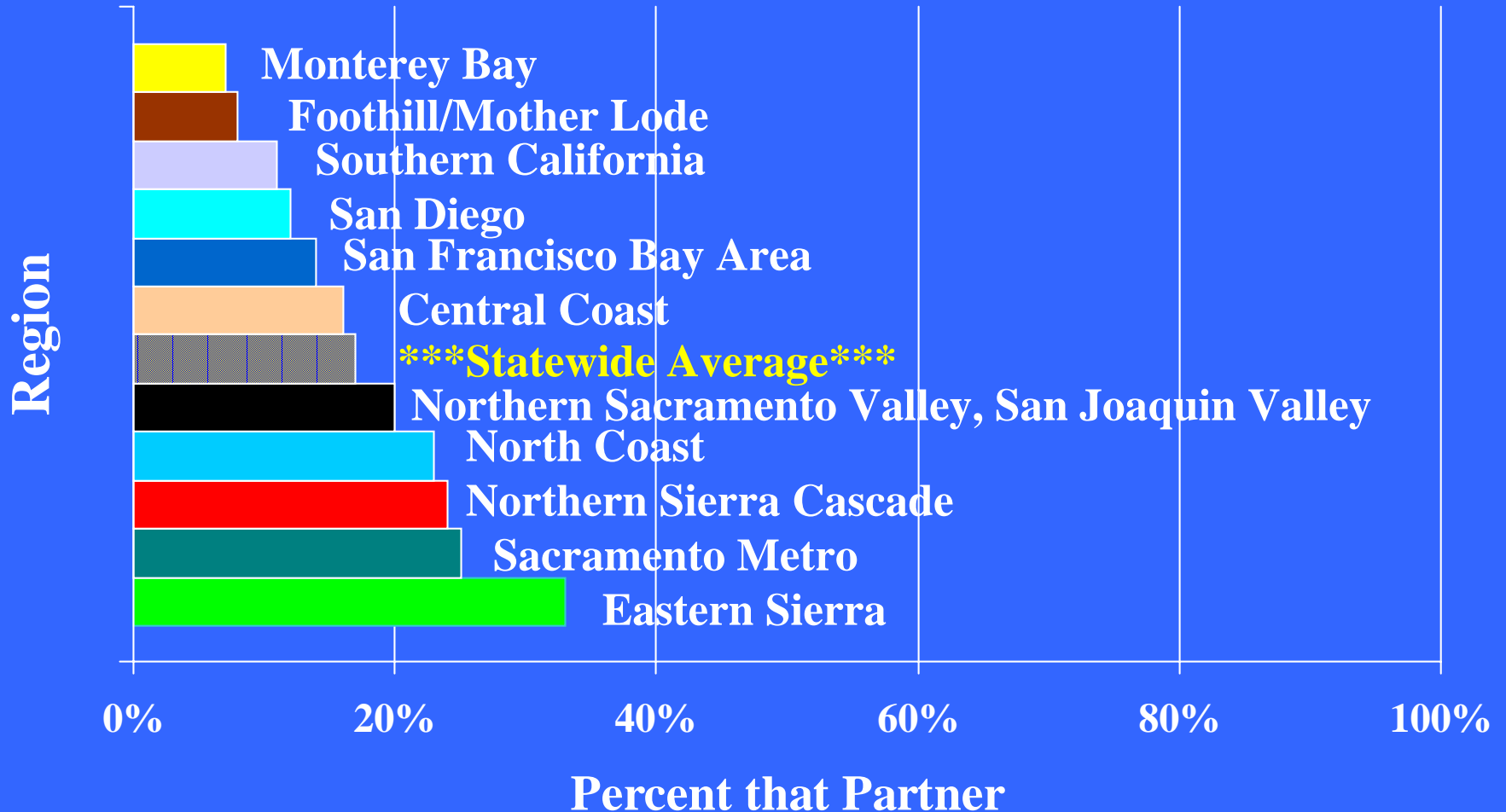
SCHOOL PARTNERSHIPS

LOCAL GOVERNMENTS



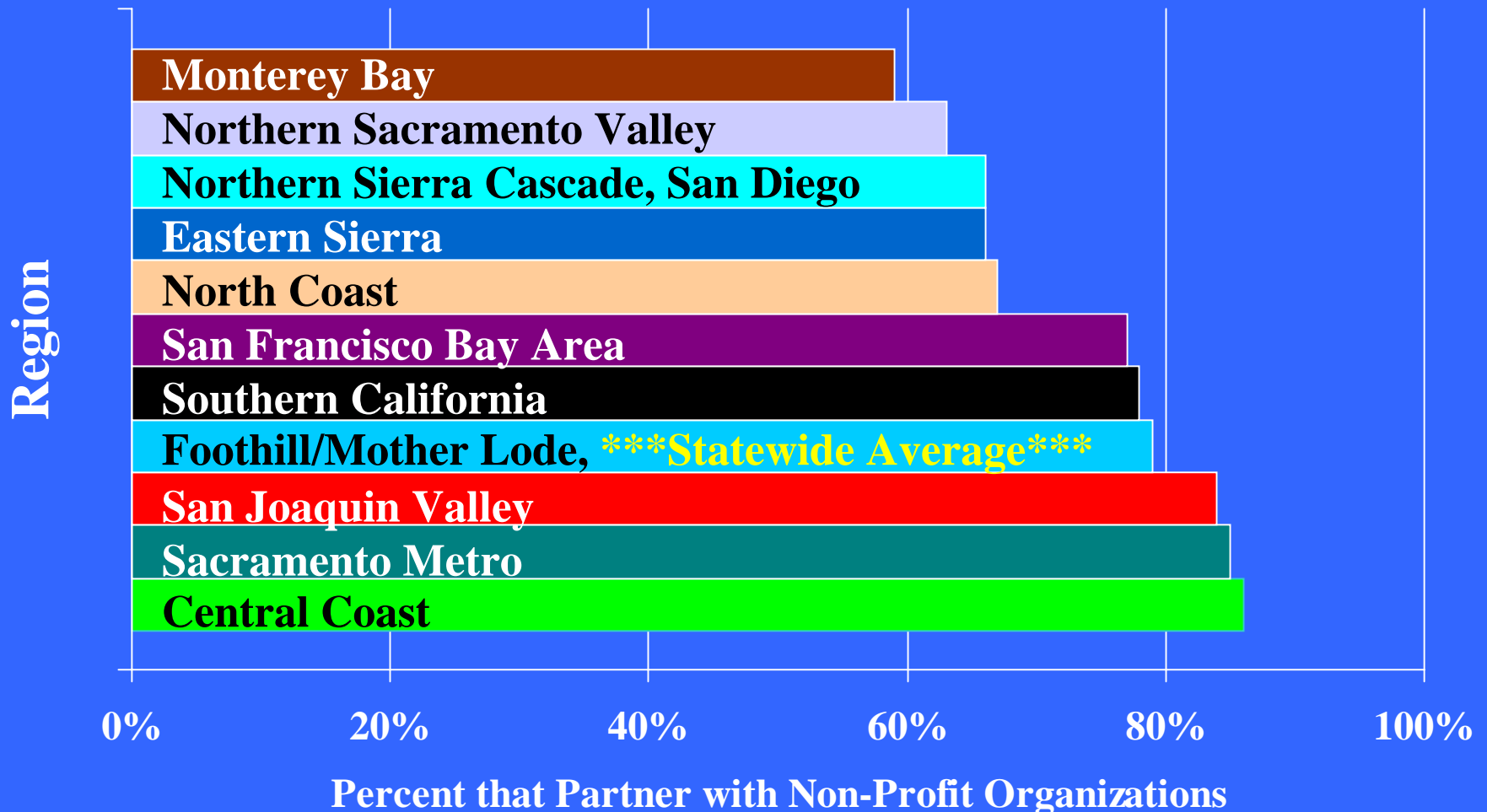
SCHOOL PARTNERSHIPS

OTHER SCHOOL DISTRICTS



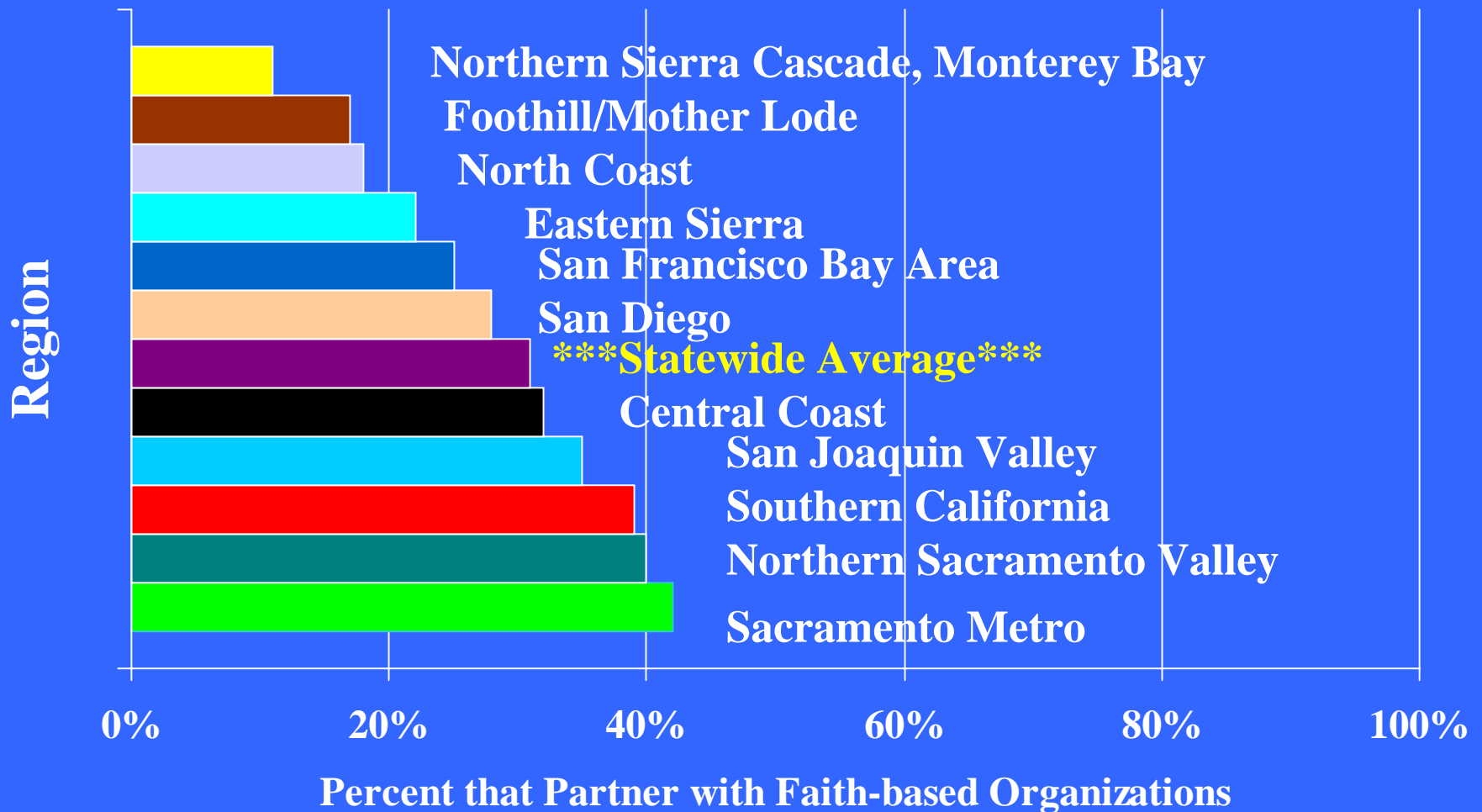
SCHOOL PARTNERSHIPS

NON-PROFIT ENTITIES



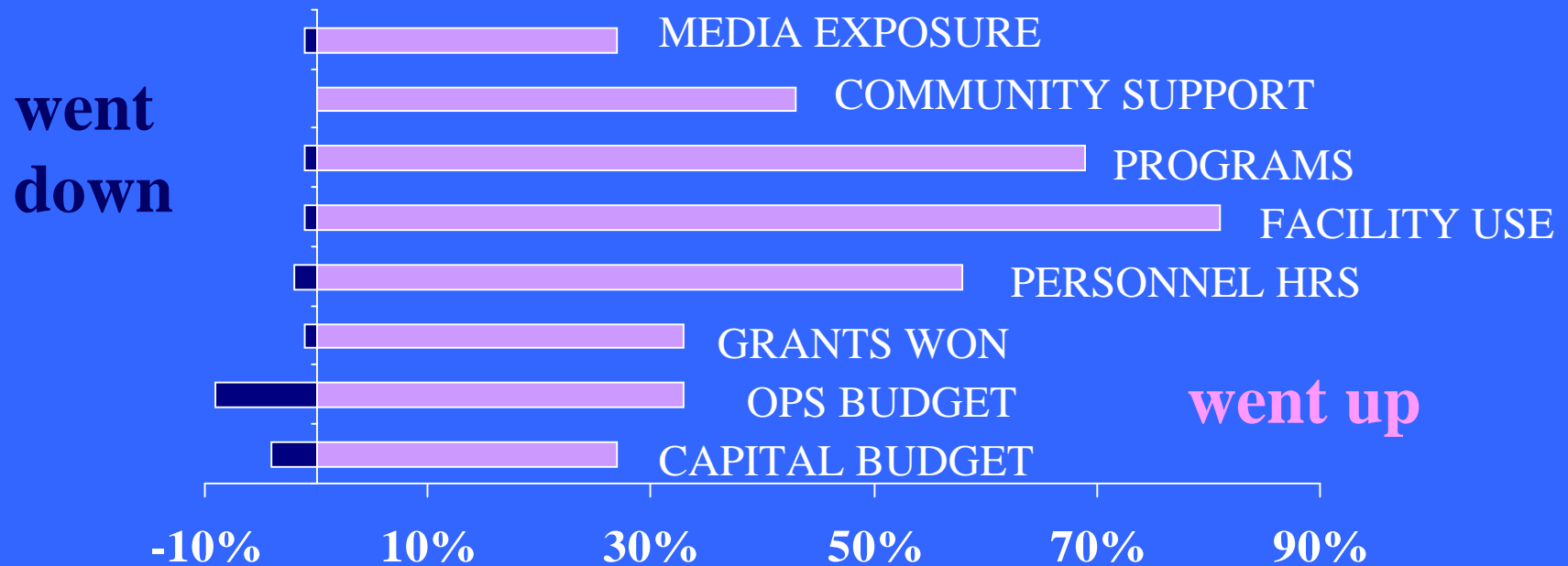
SCHOOL PARTNERSHIPS

FAITH-BASED ENTITIES



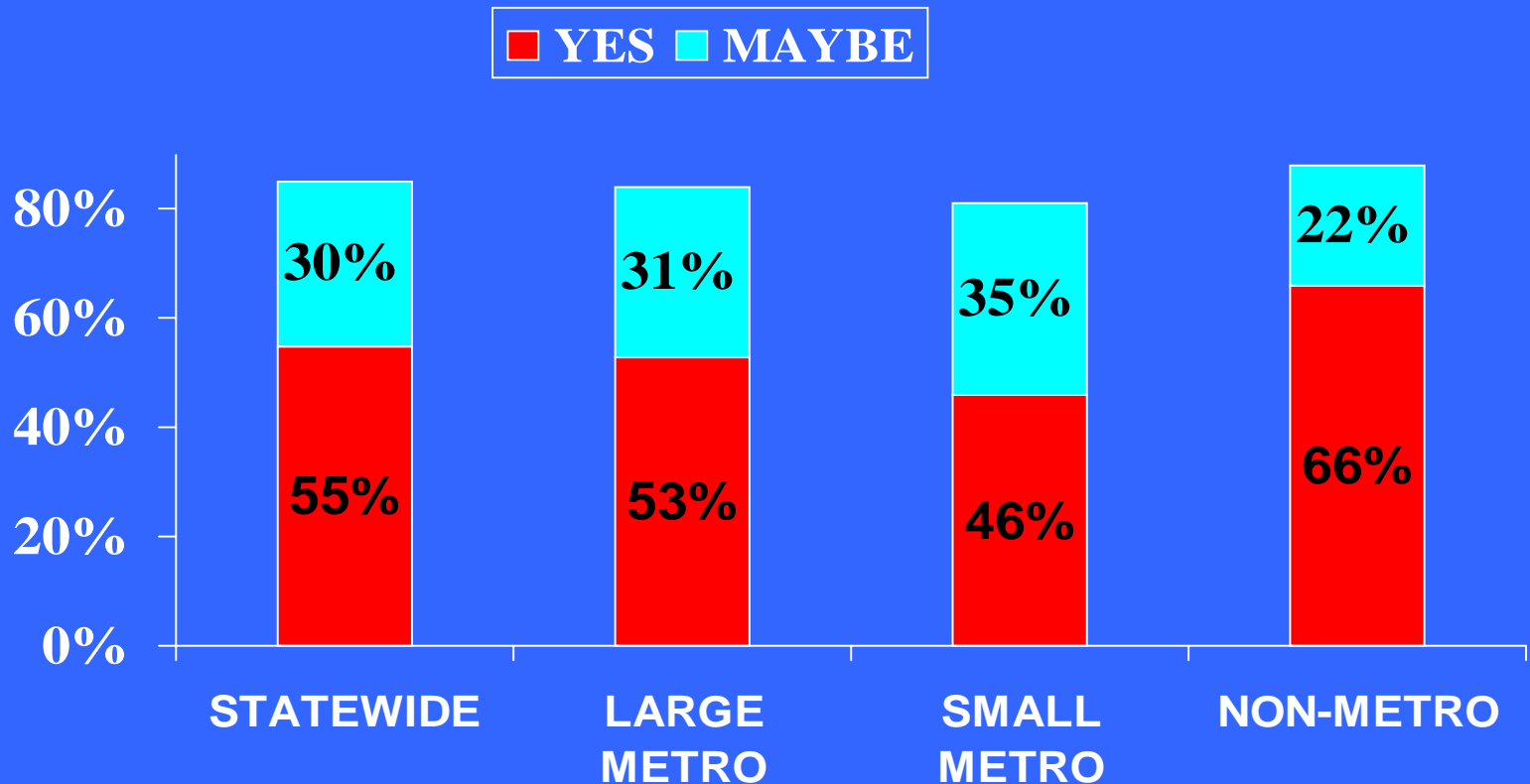
EFFECTS OF PARTNERSHIPS FOR RECREATION

Percent of Superintendents responding



AGREEMENTS WITH LOCAL PARK & REC AGENCY

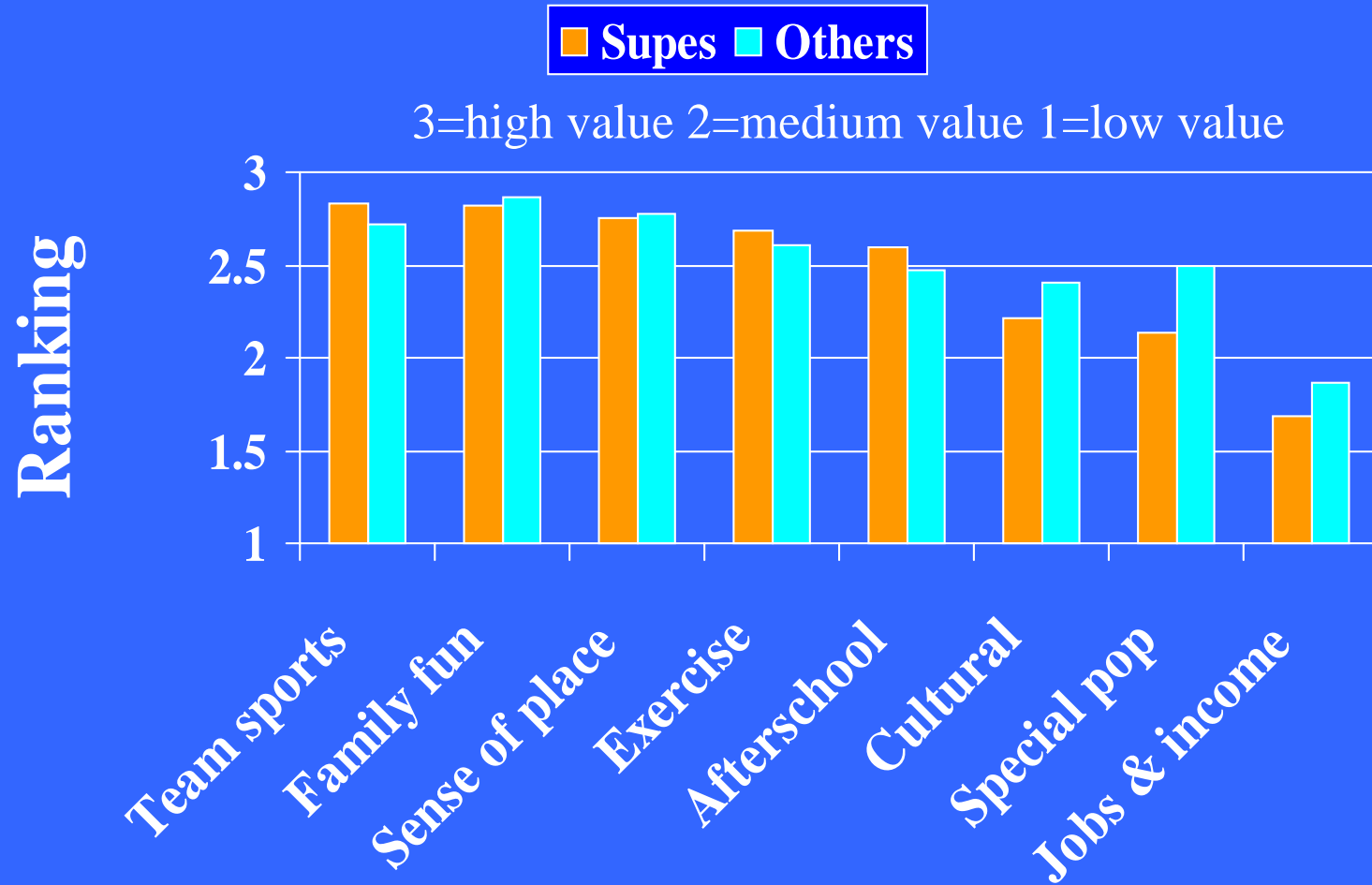
Percent of School Districts that will or
might form a partnership



SUPERINDENTS' IDEAS vs. THOSE OF OTHERS

- Generally in agreement with other opinion group leaders
- Slightly different from those of local park and recreation professionals

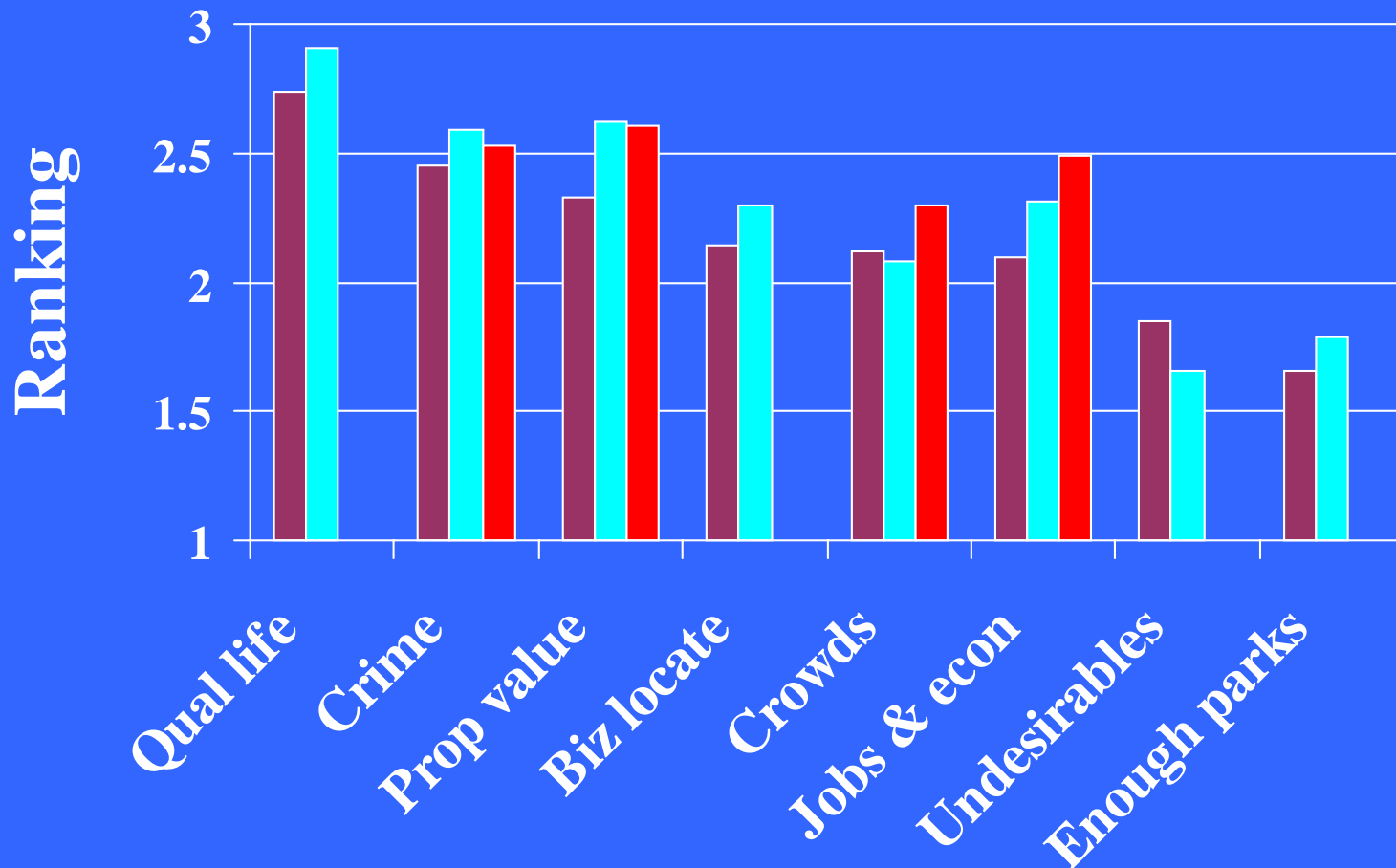
SENSE OF RESIDENTS' VALUE FOR PARKS & RECREATION



SUPERINTENDENTS' VIEWS OF PARKS & RECREATION

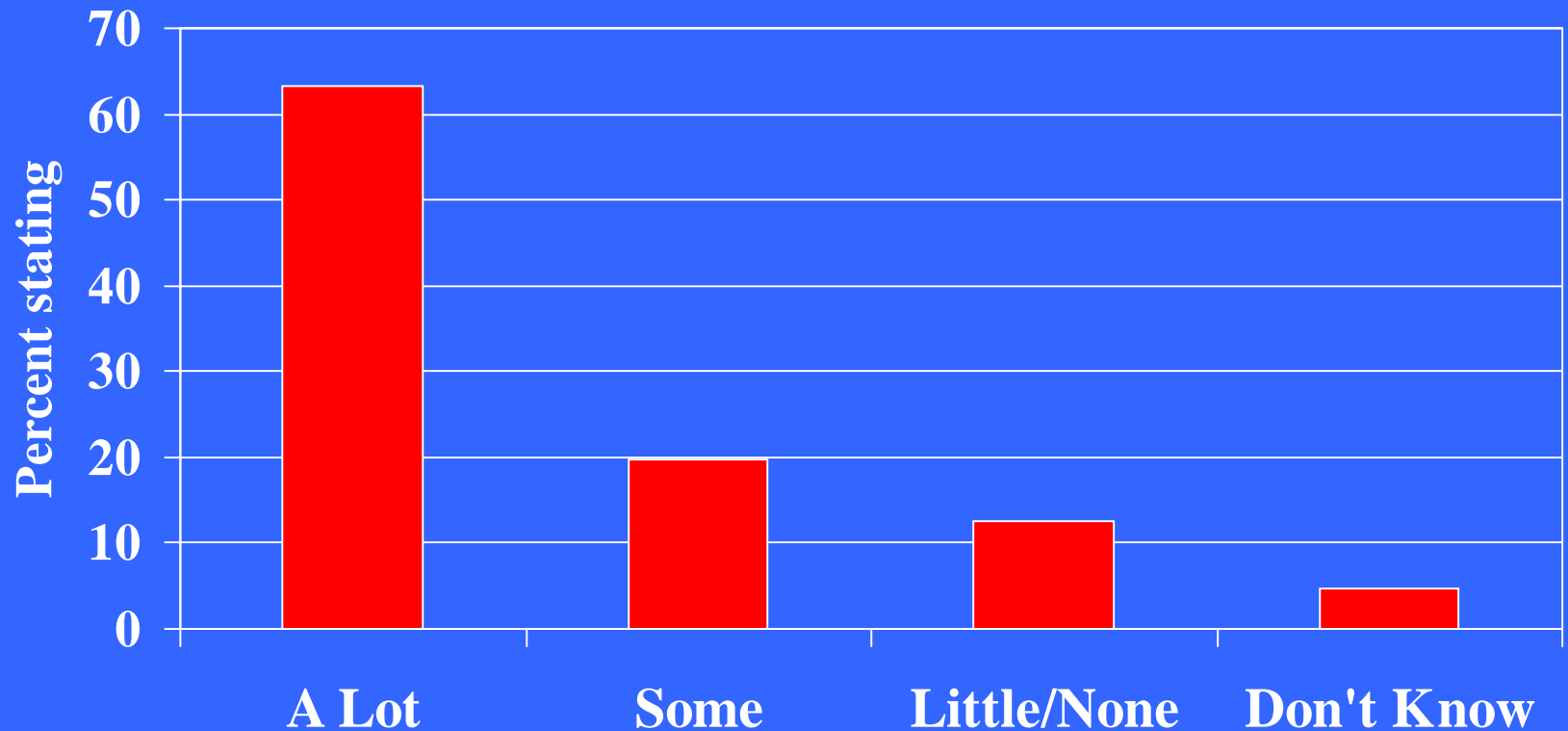
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Supes Others Public



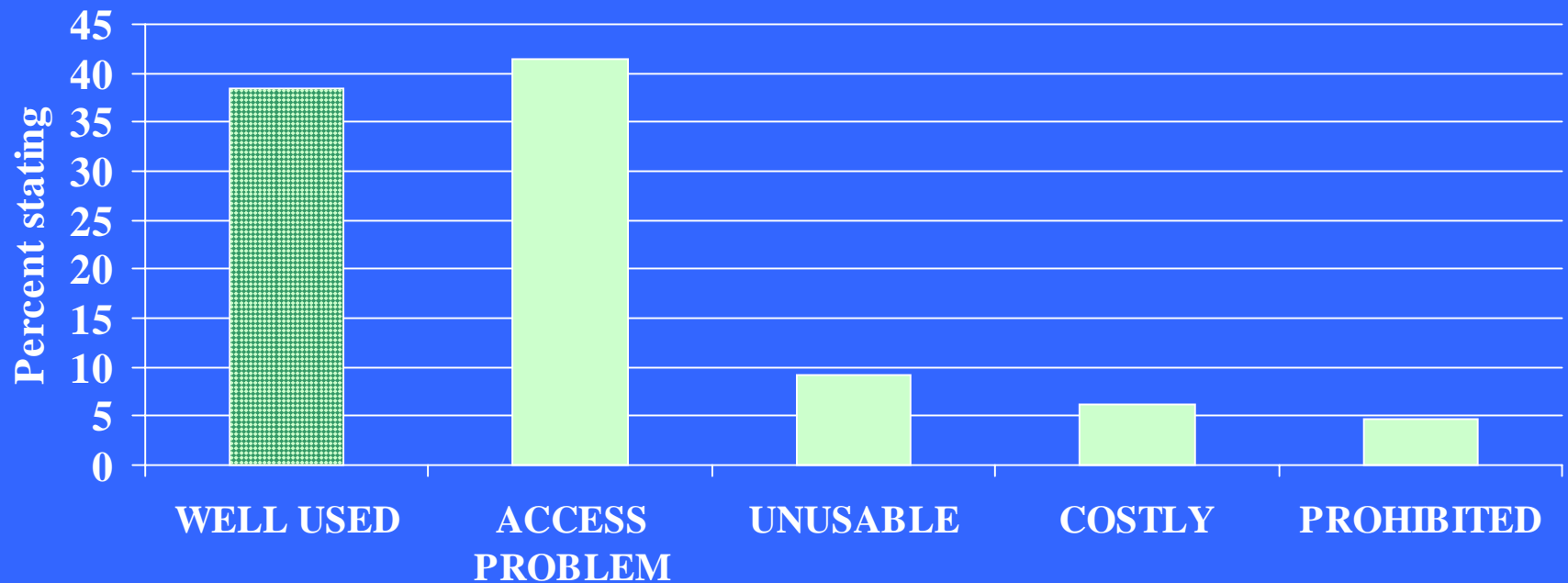
LOCAL RECREATION NEEDS ASSESSMENT

Rate the importance of schools for recreation



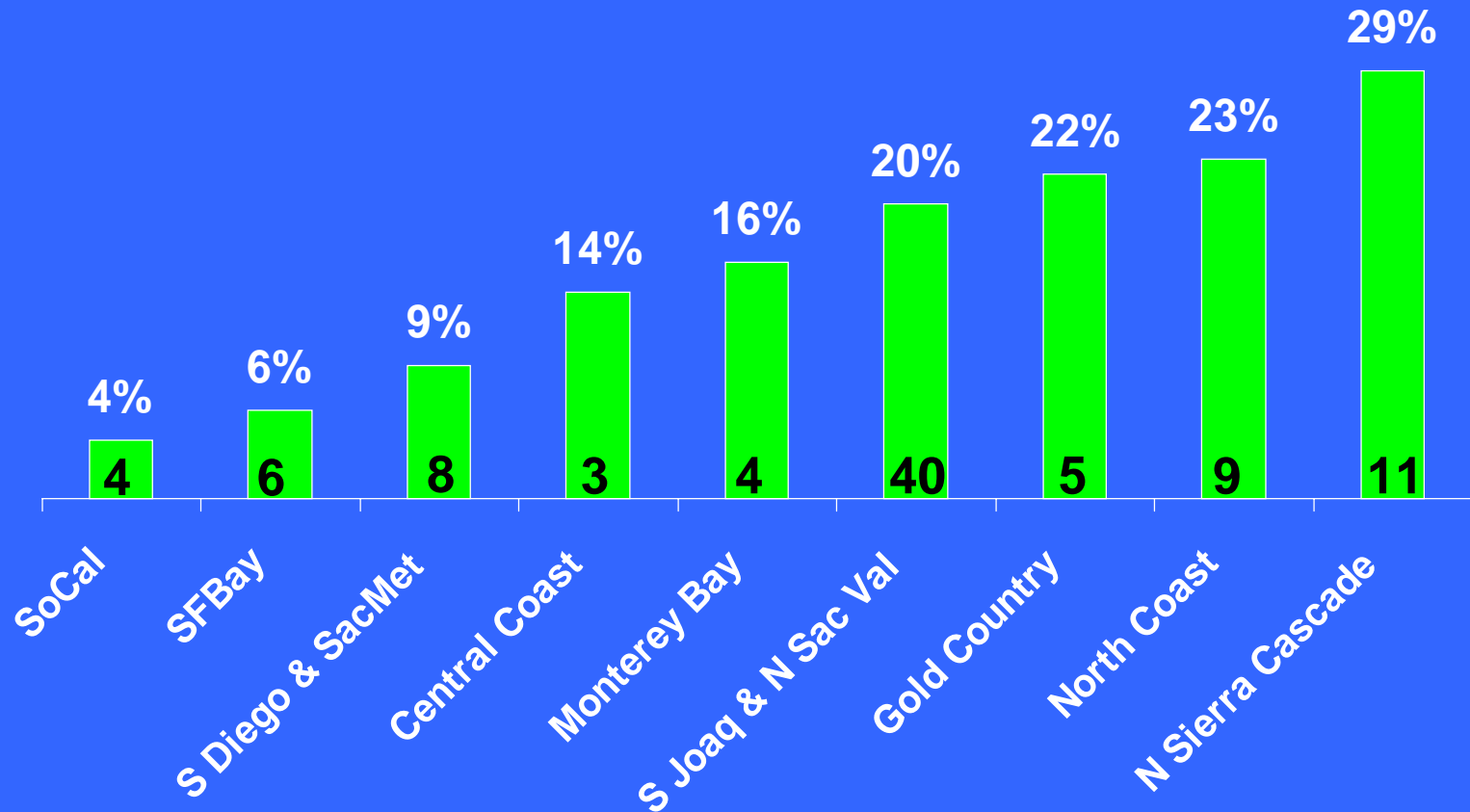
LOCAL RECREATION NEEDS ASSESSMENT

Characterize the use of schools for recreation



IF SCHOOLS PROVIDE ONLY RECREATION IN AREA

Percent of region's superintendents and
total number of superintendents who
commented about lack of recreation



PUBLIC SUPPORT FOR SCHOOLS

3/2/04 PRIMARY ELECTION:

- STATEWIDE SCHOOL BOND APPROVED (50.6%)
- 47 of 61 LOCAL SCHOOL BOND MEASURES APPROVED
- 7 OF 20 LOCAL SCHOOL PARCEL TAX MEASURES APPROVED



WHAT DOES THIS MEAN FOR RECREATION DEPTS?

- Meeting customer needs
- Partnering
- Facility sharing
- After-school programs

DECISION: BE A PLAYER?

TO DO LIST

SCHOOL RECREATION USE POLICIES

- Look for direct recreation partnership opportunities with schools
- Consider joint use school parks
- Seek mutual understanding of Prop 49 Before-and-After school program

SCHOOL RELATIONSHIPS WITH COMMUNITY-BASED RECREATION PROVIDERS

- Look for recreation partnership opportunities with NPOs and FBOs through their associations with schools

BEFORE-AND-AFTER SCHOOL PROGRAMS

- Funding

FEDERAL: No Child Left Behind Act

STATE: Proposition 49

- Purpose

Education? Recreation? Both?

In loco parentis?



BEFORE-AND-AFTER SCHOOL PROGRAMS

Regional Network for program delivery

- Funds distributed to schools and School Districts through County Offices of Education (COE)
 - System of field support through COEs, Districts and non-profit contractor
 - Local park agencies seen as contractors

BEFORE-AND-AFTER SCHOOL PROGRAMS

Strengths of parks and recreation programs

- Kids gravitate to parks when school is out
- Safe, positive places and activities for kids
- Recreation programs teach things the schools do not or cannot do much anymore
- Parks are associated with natural resources that are highly suited for learning
- Parks are fun (i.e., meeting customer need)

BEFORE-AND-AFTER SCHOOL PROGRAMS

Weaknesses: parks and recreation programs

- After-school money goes to the schools
- Park money shifted away from parks
- Public policy orientation is about extended learning, not about fun

Opportunity: Proposition 49

- Expanded statewide program in a few years
- Allows programs away from schools
- Consultation--- program planning

BEFORE-AND-AFTER SCHOOL PROGRAMS

How can you use this information?

- Do you see an opportunity to develop or expand a before-and-after school program in your area?
- What are the barriers?
- How might they be overcome?
- If you were tasked to develop or expand a before-and-after school program, what steps would you have to take?

SCHOOLS AND RECREATION

One More Thing...

**Given this information,
what can we do for
you?**